PHILIP MORRIS K. K.

INTER-OFFICE CORRESPONDENCE
TOKYO, JAPAN

VIA FAX

TO: Mr. A. Confer DATE: May 19, 1988

FROM: O. Harmsma CC:

RE: Singapore - RFM

Re: Our yesterdays telephone conversation

PM Asia management, has decided to go ahead with plans to introduce Apline with recessed filter and menthol level at 0,5mg/smoke on August 01/88. The product required is identical to the one tested as RFM, against Salem.
Final decision on packaging is forthcoming in the next two weeks.
Due to the strategic importance of the product, pressure will be put on all parties involved to launch the product as soon as possible.

Best regards,

Oebel Harmsma
OH/mk

cc: T. Keim
D.S. Devitre
J. Myracle
J. Gibson
J. Feenie
R. Heretick
M. Sutar
P. Wang
D. Newman

2047510127

Source: https://www.industrydocuments.ucsf.edu/docs/xsbk0004